Bruner, Gordon C., II. (2009).
Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
[715 full text instruments]
Marketing research -- Statistical methods, Scaling (Social sciences)
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Cognitive). (1995; 1998).
Homer, Pamela M.; Stafford, Marla Royne
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 82-83
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Confusion). (1983).
Lastovicka, John L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 84-85
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Entertaining) 86. (2002).
Edwards, Steven M.; Li, Hairong; Lee, Joo-Hyun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 86
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Evaluative Judgments). (1986).
Burke, Marian C.; Edell, Julie A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 87-88
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Ad (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 89-101
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Humor). (1990).
Chattopadhyay, Amitava; Basu, Kunal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 102-103
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Humor) 104. (2003).
Cline, Thomas W.; Altsech, Moses B.; Kellaris, James J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 104
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Informativeness). (2002).
Edwards, Steven M.; Li, Hairong; Lee, Joo-Hyun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 105
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Informativeness). (2004).
Pham, Michel Tuan; Avnet, Tamar
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 106
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Ad (Intrusiveness). (2002).
Li, Hairong; Edwards, Steven M.; Lee, Joo-Hyun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 107-108
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Ad (Nostalgia). (2002).
Pascal, Vincent J.; Sprott, David E.; Muehling, Darrel D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 109
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783391

Attitude Toward the Ad (Unipolar). (1993).
Henthorne, Tony L.; LaTour, Michael S.; Nataraajan, Rajan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 110-111
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Advertiser. (1989).
Mackenzie, Scott B.; Lutz, Richard J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 112-113
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Advertiser. (2004).
Jain, Shailendra Pratap; Posavac, Steven S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 114
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Article. (2002).
Menon, Geeta; Block, Lauren G.; Ramanathan, Suresh
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 115
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Brand. (2002).
Sengupta, Jaideep; Johar, Gita Venkataramani
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 116
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Brand & Product Category. (1991).
Park, C. Whan; Milberg, Sandra; Lawson, Robert
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 117-118
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Brand (Search Costs). (2004).
Erdem, Tulin; Swait, Joffre
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 119
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Brand (Trustworthiness). (2004).
Erdem, Tulin; Swait, Joffre
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 120
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Brand Name. (2002).
Desai, Kalpesh Kaushik; Keller, Kevin Lane
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 121
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Charity. (2002).
Dean, Dwane Hal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 122
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company (Employee Relations). (2004).
Lichtenstein, Donald R.; Drumwright, Minette E.; Braig, Bridgette M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 123
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company (General). (2004).
Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 124
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 125-126
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Company (General). (1994).
Javalgi, Rajshekhar G.; Traylor, Mark B.; Gross, Andrew C.; Lampman, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 127
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company (Social Responsibility). (2004).
Lichtenstein, Donald R.; Drumwright, Minette E.; Braig, Bridgette M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 128
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company's Altruism (Negative). (2002).
Dean, Dwane Hal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 129
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company's Altruism (Positive). (2002).
Dean, Dwane Hal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 130
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Company's Altruism (Positive). (2004).
Rifon, Nora J.; Choi, Sejung Marina; Trimble, Carrie S.; Li, Hairong
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 131
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Coupon Promotion. (2004).
Raghubir, Priya
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 132
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Loyalty Program. (2003).
Yi, Youjae; Jeon, Hoseong
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 133
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Manufacturer (Trust). (1999).
Dean, Dwane Hal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 134-135
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Object (Affective). (2004).
Cohen, Joel B.; Andrade, Eduardo B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 136
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Object (Disgusting). (2004).
Shimp, Terence A.; Stuart, Elnora W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 137
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Object (Fun). (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjornsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 138
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Object (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 139-140
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Object (General). (2003).
Yi, Youjae; Jeon, Hoseong
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 141
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Political Ad. (1997).
Pinkleton, Bruce
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 142-143
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product. (2003).
Ziamou, Paschalina; Ratneshwar, S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 144
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Product (Achievement Goal). (2005).
Bosmans, Anick; Baumgartner, Hans
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 145-146
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Affective). (2002).
McAlexander, James H.; Schouten, John W.; Koenig, Harold F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 147
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (High Tech). (2005).
Tybout, Alice M.; Sternthal, Brian; Malaviya, Prashant; Bakamitsos, Georgios A.; Park, Sebum
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 148
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Knowledge Function). (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 149
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Necessity-Luxury Status). (1982).
Bearden, William O.; Etzel, Michael J.,
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 150
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Product (Nutritiousness). (2003).
Kozup, John C.; Creyer, Elizabeth H.; Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 151
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Protection Goal). (2005).
Bosmans, Anick; Baumgartner, Hans
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 152-153
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Public-Private Consumption). (1982).
Bearden, William O.; Etzel, Michael J.,
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 154-155
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Social-Adjustive Function. (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 156
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product (Utilitarian Function). (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 157
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Product (Value-Expressive Function). (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 158
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product in the Ad. (2003).
Lepkowska-White, Elzbieta; Brashear, Thomas G.; Weinberger, Marc G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 159
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783431

Attitude Toward the Product Price. (2003).
Suri, Rajineesh; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 160
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product Price. (2002).
Adaval, Rashmi; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 161
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product-Brand (General Evaluative). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 162-180
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Product-Brand (General Evaluative). (1994).
Peracchio, Laura A.; Meyers-Levy, Joan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 181-182
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product-Brand (Healthiness). (2004).
Shiv, Baba; Nowlis, Stephen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 183
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product-Brand (Hedonic). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 184-185
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product-Brand (Hedonic). (2004).
Shiv, Baba; Nowlis, Stephen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 186
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Product-Brand (Utilitarian). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 187-188
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Spokesperson (General). (2004).
Martin, Brett A. S.; Lee, Christina Kwai-Choi; Yang, Feng
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 189
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Spokesperson (Likeability) 190. (1991).
Whittler, Tommy E.; DiMeo, Joan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 190
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the TV Program. (2002).
Russell, Cristel Antonia
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 191
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Absence of Errors). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 192
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Affective). (2004).
Sundar, Shyam S.; Kalyanaraman, Sriram
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 193
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Attractiveness). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 194
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Clarity of Privacy Policy). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 195
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Cognitive). (2004).
Sundar, Shyam S.; Kalyanaraman, Sriram
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 196
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Community Features). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 197
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Community). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 198
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Content Interactivity). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 199
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Credibility). (1990; 2004).
Ohanian, Roobina; Rodgers, Shelly
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 200
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Cultivation). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 201
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Customer Care). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 202
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Customization). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 203
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Design Clarity). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 204
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Design) [part of eTailQ]. (2003).
Wolfinbarger, Mary; Gilly, Mary C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 205
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Economic Value). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 206-207
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Entertaining). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 208-209
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Entertaining). (2004).
Vrechopoulos, Adam P.; O'Keefe, Robert M.; Doukidis, Georgios I.; Siomkos, George J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 210
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Escapism). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 211-212
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Fulfillment Reliability). (2003).
Wolfinbarger, Mary; Gilly, Mary C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 213
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (General). (1999).
Chen, Qimei; Wells, William D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 214-215
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (General). (2003; 2001; 2004).
Becker-Olson, Karen L.; Coyle, James R.; Thorson, Esther; Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 216
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Order Fulfillment). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 217
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Pleasantness). (2002).
Menon, Satya; Kahn, Barbara
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 218
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Product Assortment). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 219
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Quality Image). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 220
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Safety) [part of eTailQ]. (2003).
Wolfinbarger, Mary; Gilly, Mary C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 221
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Security). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 222
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Service) [part of eTailQ]. (2003).
Wolfinbarger, Mary; Gilly, Mary C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 223
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Shopping Assistance). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 224
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Shopping Efficiency). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 225-226
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Trust). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 227
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward the Website (Visual Appeal). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 228-229
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Visual Appeal). (2003).
Montoya-Weiss, Mitzi M.; Voss, Glenn B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 230
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Toward Voting. (2002).
Pinkleton, Bruce E.; Um, Nam-Hyun; Austin, Erica Weintraub
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 231
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attitude Towards the Spokesperson. (2002).
Whipple, Thomas W.; McManamon, Mary K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 232-233
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Attractiveness of Competitors. (2004).
Bansal, Harvir S.; Irving, P. Gregory; Taylor, Shirley F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 234-235
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Authenticity Evidence. (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 236
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Behavioral Control. (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjornsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 237-238
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Behavioral Intention (Brand). (2002).
Krishnamurthy, Parthasarathy; Sivaraman, Anuradha
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 239
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Behavioral Intention (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 240-245
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Behavioral Intention Toward the Product in the Ad. (2004).
Sundar, Shyam S.; Kalyanaraman, Sriram
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 246
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Behavioral Intention Toward the Product in the Ad. (2005).
Petrova, Petia K.; Cialdini, Robert B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 247
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Believability of the Information. (2000).
Gurhan-Canli, Zeynep; Maheswaran, Durairaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 248-249
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Benevolence Importance [part of the Schwartz Value Survey]. (1992).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 250-251
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Benevolence of the Business. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 252
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Benevolence of the Employees. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 253
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Biotech Companies' Compliance with Regulation. (2005).
Sinclair, Janas; Irani, Tracy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 254
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Biotech Companies' Efficacy. (2005).
Sinclair, Janas; Irani, Tracy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 255
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Biotech Regulation. (2005).
Sinclair, Janas; Irani, Tracy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 256
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Boycotting Counterarguments. (2004).
Klein, Jill Gabrielle; Smith, Craig N.; John, Andrew
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 257-258
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Boycotting Effectiveness. (2004).
Klein, Jill Gabrielle; Smith, Craig N.; John, Andrew
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 259
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Community Engagement. (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 260
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Brand Community Identification. (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 261
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Community Interest. (2002).
McAlexander, James H.; Schouten, John W.; Koenig, Harold F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 262
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Community Loyalty. (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 263
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Equity. (2000).
Yoo, Boonghee; Donthu, Naveen; Lee, Sungho
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 264-265
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Expansion Plausibility. (2002).
Desai, Kalpesh Kaushik; Keller, Kevin Lane
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 266
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Brand Extension Fit (General). (1992).
Keller, Kevin Lane; Aaker, David A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 267
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Extension Fit (General). (2005).
DelVecchio, Devon; Smith, Daniel C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 268
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Extension Fit (Usage-Based). (2001).
Martin, Ingrid M.; Stewart, David W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 269-270
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Personality (Excitement). (1997).
Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 271-272
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Personality (Integrity). (2005).
Venable, Beverly T.; Rose, Gregory M.; Bush, Victoria D.; Gilbert, Faye W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 273
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Brand Personality (Nurturance). (2005).
Venable, Beverly T.; Rose, Gregory M.; Bush, Victoria D.; Gilbert, Faye W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 274
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Personality (Ruggedness). (1997).
Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 275-276
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Personality (Sincerity). (1997).
Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 277-278
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Personality (Sophistication). (1997).
Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 279-280
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Prominence. (2005).
DelVecchio, Devon; Smith, Daniel C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 281
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Brand Similarity. (2002).
Desai, Kalpesh Kaushik; Keller, Kevin Lane
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 282
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Brand Switcher. (2003).
Coulter, Robin A.; Price, Linda L.; Feick, Lawrence F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 283
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Calmness. (2004).
Gorn, Gerald J.; Chattopadhyay, Amitava; Sengupta, Jaideep; Tripathi, Sashank
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 284
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Change Seeking [CSI (Change Seeker Index) short form]. (1995).
Steenkamp, Jan-Benedict E. M.; Baumgartner, Hans
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 285-286
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Charity Donation Requests (Corporate). (2004).
Lichtenstein, Donald R.; Drumwright, Minette E.; Braig, Bridgette M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 287
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Charity Support Importance. (2004).
Lichtenstein, Donald R.; Drumwright, Minette E.; Braig, Bridgette M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 288
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Choice Difficulty. (2005).
Laroche, Michel; Yang, Zhiyong; McDougall, Gordon H. G.; Bergeron, Jasmin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 289
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Closure Concern. (2004).
Kardes, Frank R.; Cronley, Maria L.; Kellaris, James J.; Posavac, Steven S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 290
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Brand. (1988).
Beatty, Sharon E.; Kahle, Lynn R.; Homer, Pamela M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 291-292
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Brand. (2003).
Coulter, Robin A.; Price, Linda L.; Feick, Lawrence F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 293
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Commitment to the Company (Affective). (2004).
Bansal, Harvir S.; Irving, P. Gregory; Taylor, Shirley F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 294-295
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (Affective). (2002).
Verhoef, Peter C.; Franses, Philip Hans; Hoekstra, Janny C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 296-297
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (Affective). (2005).
Gustafsson, Anders; Johnson, Michael D.; Roos, Inger
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 298
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (Calculative). (2002).
Verhoef, Peter C.; Franses, Philip Hans; Hoekstra, Janny C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 299-300
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (Calculative). (2005).
Gustafsson, Anders; Johnson, Michael D.; Roos, Inger
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 301
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Commitment to the Company (Continuance). (2004).
Bansal, Harvir S.; Irving, P. Gregory; Taylor, Shirley F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 302
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (General). (1999).
Garbarino, Ellen; Johnson, Mark S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 303
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (General). (2002).
Lemon, Katherine N.; White, Tiffany Barnett; Winer, Russell S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 304-305
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (General). (2004).
Aaker, Jennifer L.; Fournier, Susan; Brasel, S. Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 306
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Company (Normative). (2004).
Bansal, Harvir S.; Irving, P. Gregory; Taylor, Shirley F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 307
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Commitment to the Dealership. (2005).
Brown, Tom J.; Barry, Thomas E.; Dacin, Peter A.; Gunst, Richard F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 308
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Service Provider. (2003).
Patterson, Paul G.; Smith, Tasman
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 309
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Commitment to the Store (Affective). (1998).
Hess, Jeffrey Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 310
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Communication Openness (Patient-Physician). (2004).
Hausman, Angela
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 311
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Community Value. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 312
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Comparison Shopping Necessity. (2005).
Louro, Maria J.; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 313
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Comparison Valence of the Ad. (2004).
Jain, Shailendra Pratap; Posavac, Steven S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 314
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Compatibility of the Product. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 315
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Competence of the Airline. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 316
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Competence of the Employee (Social). (2001).
Mathwick, Charla; Malhotra, Naresh; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 317-318
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Competence of the Employee (Task). (2002).
van Dolen, Willemijn; Lemmink, Jos; de Ruyter, Ko; de Jong, Ad
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 319
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Competence of the Employees. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 320
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Competence of the Store. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 321
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Complaint Behavior. (2003).
Bougie, Roger; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 322
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Complaint Intentions (Third Party). (1988).
Singh, Jagdip
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 323-324
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Complaint Success Likelihood. (1988).
Singh, Jagdip
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 325-326
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Complementarity of Products. (2003).
Ruth, Julie A.; Simonin, Bernard L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 327
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Complexity of the Service. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 328
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Compliance with Physician's Instructions. (2001).
Hausman, Angela
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 329
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Compliance with Weight Loss Program. (2004).
Dellande, Stephanie; Gilly, Mary C.; Graham, John L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 330
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Compulsive Buying. (1990).
d'Astous, Alain; Maltais, Julie; Roberge, Caroline
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 331-332
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Computer Importance in the Home. (2004).
Shih, Chuan-Fong; Venkatesh, Alladi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 333
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Computer's Effect on Home Activities. (2004).
Shih, Chuan-Fong; Venkatesh, Alladi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 334
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Confidence (General). (2002).
Petty, Richard E.; Bri??ol, Pablo; Tormala, Zakary L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 335-336
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Confidence (Voter). (2002).
O'cass, Aron
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 337
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Conflict (Decision). (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 338-339
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Conformity Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 340-341
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Congruence (General). (2004).
Rifon, Nora J.; Choi, Sejung Marina; Trimble, Carrie S.; Li, Hairong
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 342
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Congruence (Self with Brand). (2003).
Escalas, Jennifer Edson; Bettman, James R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 343
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Congruence of the Ad. (2003).
Mantel, Susan Powell; Kellaris, James J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 344
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Congruence of the Ad (External). (2005).
Martin, Ingrid M.; Stewart, David W.; Matta, Sashi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 345
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Connectedness with Television Program. (2004).
Russell, Cristel Antonia; Norman, Andrew T.; Heckler, Susan E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 346-347
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Consistency Motivation (Internal). (2004).
Moorman, Christine; Diehl, Kristin; Brinberg, David; Kidwell, Blair
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 348
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Consumption Affect. (2004).
Kahn, Barbara E.; Wansink, Brian
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 349
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Consumption Affect (Anticipated). (2004).
Kahn, Barbara E.; Wansink, Brian
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 350
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Consumption Assortment Aesthetic Evaluation. (2004).
Kahn, Barbara E.; Wansink, Brian
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 351
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Consumption Occasion (Hedonic-Utilitarian). (2003).
Wakefield, Kirk L.; Inman, J. Jeffrey
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 352
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Control of Shopping Process. (2005).
Chandran, Sucharita; Morwitz, Vicki G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 353
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Action). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 354
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Avoidance). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 355
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Coping Strategy (Denial). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 356
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Emotional Support). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 357
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Emotional Venting). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 358
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Instrumental Support). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 359
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Coping Strategy (Positive Thinking). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 360
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Coping Strategy (Rational Thinking). (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 361
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Corporate Community Relations. (2002).
Dean, Dwane Hal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 362-363
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Corporate Social Responsibility (Treatment of Workers) 364. (2004).
Lichtenstein, Donald R.; Drumwright, Minette E.; Braig, Bridgette M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 364
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility (Attractiveness). (1990).
Ohanian, Roobina
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 365-366
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility (Expertise). (1990).
Ohanian, Roobina
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 367-369
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Credibility (Expertise). (2001).
Newell, Stephen J.; Goldsmith, Ronald E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 370
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility (General). (2005).
Williams, Patti; Drolet, Aimee
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 371
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility (Trustworthiness). (1991).
Ohanian, Roobina
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 372-375
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility (Trustworthiness). (1991).

IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 376
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Credibility of the Company. (1992).
Keller, Kevin Lane; Aaker, David A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 377-378
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Crowding. (1987).
Bateson, John E. G.; Hui, Michael K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 379-380
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Cultural Orientation (Horizontal Collectivism). (1995).
Singelis, Theodore M.; Triandis, Harry C.; Bhawuk, Dharm P. S.; Gelfand, Michele J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 381-382
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Cultural Orientation (Horizontal Individualism). (1995).
Singelis, Theodore M.; Triandis, Harry C.; Bhawuk, Dharm P. S.; Gelfand, Michele J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 383-384
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Curiosity about the Product. (2002).
Menon, Satya; Soman, Dilip
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 385
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Cynicism (Political). (2002).
Pinkleton, Bruce E.; Um, Nam-Hyun; Austin, Erica Weintraub
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 386
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Cynicism (Political). (2001).
Kaid, Lynda Lee
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 387-388
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Depression [Center for Epidemiology Dression scale (CES-D)]. (1977).
Radloff, Lenore S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 389-390
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Depression. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 391-392
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Desirable Responding. (1984).
Paulhus, Delroy L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 393-395
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Discomfort (Psychological). (1994).
Elliot, Andrew J.; Devine, Patricia G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 396
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Discomfort (Psychological). (2002).
Williams, Patti; Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 397
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Disconfirmation). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 398-400
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Dissatisfaction. (2003).
Bougie, Roger; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 401
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Donation Likelihood. (2005).
Venable, Beverly T.; Rose, Gregory M.; Bush, Victoria D.; Gilbert, Faye W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 402
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Ease of Generating Reasons. (2005).
Tybout, Alice M.; Sternthal, Brian; Malaviya, Prashant; Bakamitsos, Georgios A.; Park, Sebum
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 403
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Ease of Use. (1994).
Dabholkar, Pratibha A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 404-405
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Ease of Use. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 406
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Ease of Use. (2005).
Thompson, Debora Viana; Hamilton, Rebecca W.; Rust, Roland T.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 407-408
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Ease of Use. (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjornsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 409
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Easiness. (2005).
Tybout, Alice M.; Sternthal, Brian; Malaviya, Prashant; Bakamitsos, Georgios A.; Park, Sebum
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 410
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Efficacy (Political). (2002).
Pinkleton, Bruce E.; Um, Nam-Hyun; Austin, Erica Weintraub
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 411
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Efficacy (Website Quality Judgment). (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 412
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Employee Effort. (2004).
Mattila, Anna S.; Patterson, Paul G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 413
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Envy. (1984).
Belk, Russell W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 414-415
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Ethicality. (1988).
Reidenbach, R. Eric; Robin, Donald P.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 416-417
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Ethnocentrism [CETSCALE]. (1987).
Shimp, Terence A.; Sharma, Subhash
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 418-421
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Expertise (General). (1993).
Mishra, Sanjay; Umesh, U. N.; Stem, Donald E., Jr.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 422
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Expertise (Personal). (2005).
Thompson, Debora Viana; Hamilton, Rebecca W.; Rust, Roland T.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 423-424
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Expertise (Product Prices). (2003).
Kopalle, Praveen K.; Lindsey-Mullikin, Joan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 425
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Expertise (Source). (1992).
Netemeyer, Richard G.; Bearden, William O.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 426-427
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Exploratory Consumer Tendencies). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 428-431
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Expressiveness of Product Usage. (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjornsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 432
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Extra-Role Behaviors (Service Rep). (2003).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 433
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Factory Closing Egregiousness. (2004).
Klein, Jill Gabrielle; Smith, Craig N.; John, Andrew
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 434
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Fairness of the Offer. (2002).
Hardesty, David M.; Carlson, Jay P.; Bearden, William O.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 435
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Fallibility. (2004).
Aaker, Jennifer L.; Fournier, Susan; Brasel, S. Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 436
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Familiarity of the Object. (1985).
Oliver, Richard L.; Bearden, William O.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 437
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Familiarity of the Object. (1998).
Simonin, Bernard L.; Ruth, Julie A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 438-439
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Familiarity with the Product Category & Brand. (2001).
Martin, Ingrid M.; Stewart, David W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 440-441
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Family Communication (Concept-Oriented, Child's View). (1998).
Mangleburg, Tamara F.; Bristol, Terry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 442-443
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Family Communication (Socio-Oriented, Child's View) 444. (1998).
Mangleburg, Tamara F.; Bristol, Terry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 444-445
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Family Importance. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 446
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Family Resources. (1997).
Rindfleisch, Aric; Burroughs, James E.; Denton, Frank
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 447-448
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Family Stressors. (1997).
Rindfleisch, Aric; Burroughs, James E.; Tanner, John F., Jr.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 449-450
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Fear of Disapproval 451. (2002).
Keller, Punan Anand; Lipkus, Issac M.; Rimer, Barbara K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 451
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Fearfulness. (2005).
Duhachek, Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 452
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Financial Needs. (2003).
Arnett, Dennis B.; German, Steve D.; Hunt, Shelby D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 453
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Fit (Company with Industry). (2003).
Becker-Olson, Karen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 454
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Flow (Shopping). (1994).
Bloch, Peter; Ridgway, Nancy M.; Dawson, Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 455
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Food Fat Knowledge (Subjective). (2004).
Moorman, Christine; Diehl, Kristin; Brinberg, David; Kidwell, Blair
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 456
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Fun. (1994).
Dabholkar, Pratibha A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 457-458
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Generality of Product Image. (2005).
Laroche, Michel; Yang, Zhiyong; McDougall, Gordon H. G.; Bergeron, Jasmin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 459
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Generosity. (1984).
Belk, Russell W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 460-461
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Goal Attainment. (2004).
Dellande, Stephanie; Gilly, Mary C.; Graham, John L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 462
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Goal Similarity (Fit). (2001).
Martin, Ingrid M.; Stewart, David W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 463-464
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Goal Similarity (Ideal Attributes). (2001).
Martin, Ingrid M.; Stewart, David W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 465-466
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Headline Meaning Openness. (2002).
Mothersbaugh, David L.; Huhmann, Bruce A.; George R. Franke, George R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 467
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Help Provision Likelihood (Customer to Business). (2004).
Aggarwal, Pankaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 468
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Honesty. (2004).
Wirtz, Jochen; Kum, Doreen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 469
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Iconicity with Fiction. (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 470
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Iconicity with History. (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 471
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Iconicity with Old Things. (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 472
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Identification with Brand. (2004).
Aaker, Jennifer L.; Fournier, Susan; Brasel, S. Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 473
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Identification with Brand. (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 474
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Identification with Role 475. (2004).
Bolton, Lisa E.; Reed, Americus, II
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 475
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Identity Appraisal (Reflected) 476. (2002).
Laverie, Debra A.; Kleine, Robert E., III; Kleine, Susan Schultz
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 476
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Identity Appraisal (Self). (2002).
Laverie, Debra A.; Kleine, Robert E., III; Kleine, Susan Schultz
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 477
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Image of the Political Candidate. (1977).
Sanders, Keith; Pace, T.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 478
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Imagery Vividness (Multiple Senses). (1967).
Sheehan, Peter Winston
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 479-482
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Imagery Vividness (Visual). (1973).
Marks, David F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 483-484
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Importance (Product Attribute). (2002).
Desai, Kalpesh Kaushik; Keller, Kevin Lane
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 485
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Impulse Buying. (1995).
Rook, Dennis W.; Fisher, Robert J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 486-487
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Independence. (2004).
Choi, Yung Kyun; Miracle, Gordon E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 488
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Independence-Interdependence. (1994).
Singelis, Theodore M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 489-491
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Indexicality (Actual Contact). (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 492
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Indexicality (Hypothetical Contact). (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 493
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Indexicality (Telepresence). (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 494
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Indexicality With Era. (2004).
Grayson, Kent; Martinec, Radan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 495
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Innovativeness (Product Trial). (2003).
Steenkamp, Jan-Benedict E. M.; Gielens, Katrijn
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 496
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Innovativeness (Use). (2004).
Shih, Chuan-Fong; Venkatesh, Alladi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 497
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Intangibility (Mental). (2005).
Laroche, Michel; Yang, Zhiyong; McDougall, Gordon H. G.; Bergeron, Jasmin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 498
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Intention to Get a Mammogram. (2003).
Keller, Punan Anand; Lipkus, Issac M.; Rimer, Barbara K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 499
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Intention to Recommend. (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 500-501
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Interdependence. (2004).
Choi, Yung Kyun; Miracle, Gordon E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 502
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Interest (General). (2002).
Moorman, Marjolein; Neijens, Peter C.; Smit, Edith G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 503-504
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Interest in Advertisements. (2004).
Jin, Hyun Seung
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 505
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Interest in the Ad Vehicle. (2002).
De Pelsmacker, Patrick; Geuens, Maggie; Anckaert, Pascal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 506
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Search Skill. (2004).
Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 507
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Shopping (Convenience). (2000).
Szymanski, David M.; Hise, Richard T.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 508-509
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Shopping (Site Design) 510. (2000).
Szymanski, David M.; Hise, Richard T.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 510-511
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Internet Usage (Convenience Motivation). (2005).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 512
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Usage (Entertainment Motivation). (2005).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 513
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Usage (Information Motivation). (2005).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 514
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Usage (Social Motivation). (2005).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 515
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Usage (Time). (2004).
Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 516
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Internet Usage Control. (2004).
Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 517
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Internet Usage Skill. (2004).
Mathwick, Charla; Rigdon, Edward
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 518
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Intimacy with Company. (2004).
Aaker, Jennifer L.; Fournier, Susan; Brasel, S. Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 519
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Investment Strategy (Prevention Benefits). (2005).
Hamilton, Rebecca W.; Biehal, Gabriel J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 520
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Investment Strategy (Promotion Benefits). (2005).
Hamilton, Rebecca W.; Biehal, Gabriel J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 521
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement (Enduring). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 522-527
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement (Situational). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 528-529
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement in the Experimental Task. (2004).
Pham, Michel Tuan; Avnet, Tamar
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 530
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement in the Message (Motivation). (2004).
Shiv, Baba; Nowlis, Stephen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 531
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement in the Message (Processing Effort). (2005).
Wheeler, S. Christian; Petty, Richard E.; Bizer, George Y.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 532
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement in the Task (Distraction). (2005).
Nowlis, Stephen M.; Shiv, Baba
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 533
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement in the Task (Processing Effort). (2004).
Shiv, Baba; Britton, Edell; Payne, John W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 534
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with Coupons. (1990).
Lichtenstein, Donald R.; Netemeyer, Richard G.; Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 535-537
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with Politics. (2003).
O'cass, Aron
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 538
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with Reading Task. (2003).
Suri, Rajineesh; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 539
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement with Sales Promotion Deals. (1995).
Lichtenstein, Donald R.; Netemeyer, Richard G.; Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 540-541
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with Store Type. (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 542
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Brand (Interest). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 543-544
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Brand (Pleasure). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 545-546
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Brand (Risk Importance). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 547-548
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement with the Brand (Risk Probability). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 549-550
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Brand (Signal). (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 551-552
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Product. (2003).
Voss, Kevin E.; Spangenberg, Eric R.; Grohmann, Bianca
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 553
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Product. (2004).
Chandrasekaran, Rajesh
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 554
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Product Category. (2003).
Coulter, Robin A.; Price, Linda L.; Feick, Lawrence F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 555-556
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement with the Product's Description. (1995).
Johar, Gita Venkataramani
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 557-558
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Involvement with the Voting Decision. (2002).
O?ÇÖCass, Aron
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 559
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Joy [part of Differential Emotions Scale (DES II 8 DES III)]. (1977).
Izard, Carroll E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 560-562
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Distributive). (1998; 1999).
Tax, Stephen S.; Brown, Stephen W.; Chandrashekaran, Murali; Smith, Amy K.; Bolton, Ruth N.; Wagner, Janet
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 563-564
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Distributive). (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 565-566
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Justice (Distributive). (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 567
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Interactional). (1999).
Smith, Amy K.; Bolton, Ruth N.; Wagner, Janet
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 568-569
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Interactional). (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 570-571
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Interactional). (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 572
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justice (Procedural). (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 573-574
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Justice (Procedural). (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 575
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Justifiability of the Decision. (2002).
Inman, Jeffrey J.; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 576
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge (Subjective). (2003).
Gurhan-Canli, Zeynep
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 577
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Brand. (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 578
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Product Class. (1992).
Smith, Daniel C.; Park, C. Whan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 579-580
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Knowledge of the Product Class. (1996).
Flynn, Leisa R.; Goldsmith, Ronald E.; Eastman, Jacqueline K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 581-582
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Product Class. (2002).
Roehm, Michelle L., ; Pullins, Ellen Bolman; Roehm, Harper A., Jr.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 583
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Product Class. (2004).
Chang, Chingching
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 584
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Product Class. (2005).
Laroche, Michel'Yang, Zhiyong; McDougall, Gordon H. G.; Bergeron, Jasmin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 585-586
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Knowledge of the Product Class. (2005).
Coulter, Robin A.; Price, Linda L.; Feick, Lawrence; Micu, Camelia
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 587
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Knowledge of the Product Class. (2005).
Lambert-Pandraud, Rapha?½lle; Gilles Laurent, Gilles; Lapersonne, Eric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 588
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Locus of Control (General). (1972).
Valecha, G. K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 589-590
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Locus of Control (Health). (2002).
Keller, Punan Anand; Lipkus, Issac M.; Rimer, Barbara K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 591-592
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Action). (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 593
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Active). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 594-596
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Loyalty (Active). (2005).
Brady, Michael K.; Knight, Gary A.; Cronin, J. Joseph, Jr.; Hult, G. Tomas, M.; Keillor, Bruce D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 597
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Affective). (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 598
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Brand). (2005).
Algesheimer, Rene; Dholakia, Utpal M.; Herrmann, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 599
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Cognitive). (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 600
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty (Conative). (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 601
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Loyalty (Passive). (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 602
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty Proneness (Product). (1990).
Lichtenstein, Donald R.; Netemeyer, Richard D. ;Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 603-604
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty to Company (Post-Complaint). (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 605
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty to the Airline. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 606
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty to the e-Retailer. (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavolu, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 607
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Loyalty to the Financial Adviser. (2005).
Bell, Simon J.; Auh, Seigyoung; Smalley, Karen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 608
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty to the Store. (1998).
Hess, Jeffrey Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 609
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Loyalty to the Store. (2002; 2003).
Nijssen, Edwin; Singh, Jagdip; Sirdeshmuk, Deepak; Holzmueller, Hartmut; Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 610-611
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Machiavellianism (Mach IV). (1970).
Christie, Richard; Geis, Florence L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 612-613
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Mammogram Costs. (2003).
Keller, Punan Anand; Lipkus, Issac M.; Rimer, Barbara K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 614
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Market Mavenism. (2003).
Steenkamp, Jan-Benedict E. M.; Gielens, Katrijn
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 615
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Materialism (Centrality). (1990).
Richins, Marsha L.; Dawson, Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 616-618
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Materialism (General). (1987).
Richins, Marsha L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 619-620
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Materialism (Happiness). (1990).
Richins, Marsha L.; Dawson, Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 621-623
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Materialism (Success). (1990).
Richins, Marsha L.; Dawson, Scott
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 624-626
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Meaningfulness (General). (1993).
Mano, Haim; Oliver, Richard L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 627-628
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Mood. (1989).
Allen, Chris T.; Janiszewski, Chris A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 629
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Cognition. (1984).
Cacioppo, John T.; Petty, Richard E.; Kao, Chuan Feng
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 630-634
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Cognitive Closure. (1993).
Kruglanski, Arie W.; Webster, Donna M.; Klem, Adena
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 635-636
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need For Evaluation. (1996).
Jarvis, W. Blair; Petty, Richard E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 637-638
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Need for Humor. (2003).
Cline, Thomas W.; Altsech, Moses B.; Kellaris, James J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 639-640
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Interaction (Service Encounters). (2002).
Dabholkar, Pratibha A.; Bagozzi, Richard P.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 641
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Touch (Autotelic). (2003).
Peck, Joann; Childers, Terry L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 642-643
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Touch (Instrumental). (2003).
Peck, Joann; Childers, Terry L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 644-645
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Touch (Instrumental). (2003).
Citrin, Alka Varma; Stem, Donald E.; Spangenberg, Eric R.; Clark, Michael J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 646
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Need for Unique Products. (1997).
Lynn, Michael; Harris, Judy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 647-648
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Need for Uniqueness (General) [NFU]. (1977).
Snyder, C. Rick; Frompkin, Howard L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 649-651
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Neuroticism. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 652-653
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

New Product Attributes (Value Added). (2001).
Mukherjee, Ashesh; Hoyer, Wayne D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 654-655
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Normative Compliance (Usage of Product). (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjoprnsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 656
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Novelty (General). (2002).
Cox, Dena S.; Cox, Anthony
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 657-658
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Nutrition Information Interest. (2002).
Balasubramanian, Siva K.; Cole, Catherine
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 659
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Nutrition Interest. (2003).
Desai, Kalpesh Kaushik; Ratneshwar, S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 660
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Nutrition Knowledge (Subjective). (2004).
Moorman, Christine; Diehl, Kristin; Brinberg, David; Kidwell, Blair
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 661
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Optimism. (2004).
Grewal, Dhruv; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 662
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Ordering Option Beliefs (Ease of Use). (1994).
Dabholkar, Pratibha A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 663-664
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Organizational Prestige. (1995).
Bhattacharya, C. B.; Rao, Hayagreeva; Glynn, Mary Ann
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 665-666
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Originality. (2003).
Im, Subin; Bayus, Barry L.; Mason, Charlotte H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 667-668
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Outcome Status. (2005).
Agrawal, Nidhi; Maheswaran, Durairaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 669
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Participative Decision-Making (Patient-Physician Interaction). (2004).
Hausman, Angela
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 670
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Patronage Frequency. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 671
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Performance Quality. (1994).
Dabholkar, Pratibha A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 672-673
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Persuasiveness of the Ad. (2003).
Chang, Chingching
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 674
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Persuasiveness of the Ad. (2004).
Pham, Michel Tuan; Avnet, Tamar
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 675
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Persuasiveness of the Information. (2000).
Gurhan-Canli, Zeynep; Maheswaran, Durairaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 676-677
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Planning (Product Usage). (2004).
Escalas, Jennifer Edson; Luce, Mary Francis
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 678
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Pleasantness \. (1995).
Broach, V. Carter, Jr., ; Page, Thomas J. , Jr.; Wilson, R. Dale
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 679-680
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Pleasure. (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 681-683
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Popularity of the Object. (1991).
Bell, Stephen S.; Holbrook, Morris B.; Solomon, Michael R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 684
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Possessiveness. (1984).
Belk, Russell W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 685-686
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Power (Expert). (1974).
Holzbach, Robert Lawrence, Jr.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 687-688
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Power Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 689-690
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Powerlessness. (2005).
Fisher, Robert J.; Dube, Laurette
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 691
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price as a Quality Indicator. (2005).
Darke, Peter R.; Chung, Cindy M. Y.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 692
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price Comparison Likelihood. (2004).
Srivastava, Joydeep; Lurie, Nicholas H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 693
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Price Fairness. (2004).
Gourville, John T.; Moon, Youngme
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 694
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price Perception (Internal Reference). (2005).
Darke, Peter R.; Chung, Cindy M. Y.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 695
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price Perception (Store Comparison). (2004).
Srivastava, Joydeep; Lurie, Nicholas H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 696
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price Perception (Store Comparison). (2004).
Srivastava, Joydeep; Lurie, Nicholas H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 697
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price-Consciousness). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 698-700
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Price Consciousness. (2003).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 701-702
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price-Consciousness. (2003).
Wakefield, Kirk L.; Inman, J. Jeffrey
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 703
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Price-Quality Relationship. (1993).
Lichtenstein, Donald R.; Ridgway, Nancy M.; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 704-705
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Pride. (2002).
Laverie, Debra A.; Kleine, Robert E., III; Kleine, Susan Schultz
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 706
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Problem-Solving Orientation of the Airline. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 707
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Problem-Solving Orientation of the Employees. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 708
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Problem-Solving Orientation of the Store. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 709
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Processing Goals (Advertisement). (2005).
Garretson, Judith A.; Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 710
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Product Innovativeness. (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 711
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Product Replacement Motivation. (2004).
Grewal, Rajdeep; Mehta, Raj; Kardes, Frank R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 712-713
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Product/Story Connection. (2002).
Russell, Cristel Antonia
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 714
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Proximity. (2005).
Argo, Jennifer J.; Dahl, Darren W.; Manchanda, Rajesh V.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 715
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Experience. (2004).
Wallace, David W.; Giese, Joan L.; Johnson, Jean L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 716
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention. (1977).
Baker, Michael J.; Churchill, Gilbert A. Jr
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 717-719
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention. (1991).
Dodds, William B.; Monroe, Kent B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 720-721
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Purchase Intention. (1999).
Burton, Scot; Garretson, Judith A.; Velliquette, Anne M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 722
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention. (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 723-724
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention. (2004).
Rodgers, Shelly
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 725
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention. (2005).
Chandran, Sucharita; Morwitz, Vicki G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 726
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Intention Toward the Product in the Ad. (2003).
Lepkowska-White, Elzbieta; Brashear, Thomas G.; Weinberger, Marc G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 727-728
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Purchase Intention Toward the Product in the Ad. (2004).
Sundar, Shyam S.; Kalyanaraman, Sriram
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 729
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase Secrecy. (2005).
Bristol, Terry; Mangleburg, Tamara F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 730
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Purchase-Related Communication (Parent's View). (1988).
Carlson, Les; Grossbart, Sanford
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 731-732
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Brand. (1992).
Keller, Kevin Lane; Aaker, David A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 733-734
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Clothing. (2004).
Chandrasekaran, Rajesh
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 735
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Quality of the Food. (2002).
Olsen, Svein Ottar
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 736
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Grocer's Products. (2004).
Gomez, Miguel I., ; McLaughlin, Edward W.; Wittink, Dick R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 737
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Product. (1998).
Grewal, Dhruv; Krishnan, R.; Baker, Julie; Borin, Norm; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 738-739
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Product. (2004).
Sprott, David E.; Shimp, Terence A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 740
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Quality of the Product. (2002).
Adaval, Rashmi; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 741
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Quality of the Restaurant. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 742
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Reason Generation Difficulty. (2005).
Tybout, Alice M.; Sternthal, Brian; Malaviya, Prashant; Bakamitsos, Georgios A.; Park, Sebum
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 743
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Reciprocity (Organization-Individual). (2003).
Arnett, Dennis B.; German, Steve D.; Hunt, Shelby D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 744
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Recycling (Social Norms). (2003).
Spangenberg, Eric R.; Sprott, David E.; Grohmann, Bianca; Smith, Ronn J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 745
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Refund Claim Likelihood. (2004).
Srivastava, Joydeep; Lurie, Nicholas H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 746
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Regret (Decision). (2002).
Inman, Jeffrey J.; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 747
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Relational Bonds (Financial). (2005).
Hsieh, Yi-Ching; Chiu, Hung-Chang; Chiang, Mei-Yi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 748
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Relational Bonds (Social). (2005).
Hsieh, Yi-Ching; Chiu, Hung-Chang; Chiang, Mei-Yi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 749
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Relational Bonds (Structural). (2005).
Hsieh, Yi-Ching; Chiu, Hung-Chang; Chiang, Mei-Yi
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 750
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Relative Advantage of the Product. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 751
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Relevance of the Information. (2000).
Gurhan-Canli, Zeynep; Maheswaran, Durairaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 752-753
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Relevance of the Product Attribute. (2005).
Miyazaki, Anthony D.; Grewal, Dhruv; Goodstein, Ronald C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 754
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Religion Importance. (1961).
Putney, Snell; Middleton, Russell
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 755
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Repatronage Intention. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 756
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Repatronage Intention. (2004).
Hui, Michael K.; Zhao, Xiande; Fan, Xiucheng; Au, Kevin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 757
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Resource Demands. (2005).
Zhu, Rui (Juliet); Meyers-Levy, Joan
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 758
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Response Difficulty. (1995).
Menon, Geeta; Raghubir, Priya; Schwarz, Norbert
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 759-760
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Results of the Store?ÇÖs High Prices. (2004).
Srivastava, Joydeep; Lurie, Nicholas H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 761
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk (Financial). (2005).
DelVecchio, Devon; Smith, Daniel C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 762
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk (Food Product Quality). (2005).
Tsiros, Michael; Heilman, Carrie M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 763-764
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Risk (General). (2005).
Laroche, Michel; Yang, Zhiyong; McDougall, Gordon H. G.; Bergeron, Jasmin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 765
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk (Performance). (2004).
Gurhan-Canli, Zeynep; Batra, Rajeev
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 766
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk (Performance). (2005).
DelVecchio, Devon; Smith, Daniel C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 767
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk (Personal). (2005).
Tsiros, Michael; Heilman, Carrie M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 768-769
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Risk of Self-Service Technology. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 770
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Sadness. (2002).
Williams, Patti; Aaker, Jennifer L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 771-772
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 773-775
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction (General). (1991).
Westbrook, Robert A.; Oliver, Richard L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 776-777
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 778-780
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction (General). (2003).
Magi, Anne W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 781
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction (Voter). (2002).
O'Cass, Aron
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 782
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Car Brand. (2005).
Brown, Tom J.; Barry, Thomas E.; Dacin, Peter A.; Gunst, Richard F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 783
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Car Dealership. (2005).
Brown, Tom J.; Barry, Thomas E.; Dacin, Peter A.; Gunst, Richard F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 784
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Choice of Service Provider. (2003).
Patterson, Paul G.; Smith, Tasman
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 785
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Company (Post Complaint) 786. (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 786
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction with Complaint Process. (2005).
Homburg, Christian; Furst, Andreas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 787
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Educational Institution. (2003).
Arnett, Dennis B.; German, Steve D.; Hunt, Shelby D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 788
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Encounter. (2002).
van Dolen, Willemijn; Lemmink, Jos; de Ruyter, Ko; de Jong, Ad
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 789
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Grocer's Customer Service. (2004).
Gomez, Miguel I.; McLaughlin, Edward W.; Wittink, Dick R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 790
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Health Plan. (2003).
Caparo, Anthony J.; Broniarczyk, Susan; Srivastava, Rajendra K.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 791
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction with Hypothetical Experience. (2005).
Homburg, Christian; Koschate, Nicole; Hoyer, Wayne D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 792
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Internet Search Process. (2005).
Diehl, Kristin; Zauberman, Gal
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 793
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Life. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 794
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Most Recent Experience. (2003).
Matilla, Anna
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 795
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Performance. (2000).
Tsiros, Michael; Mittal, Vikas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 796-797
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction with Problem Resolution. (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 798-799
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Purchase Experience. (2002).
Maxham, James G., III; Netemeyer, Richard G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 800-801
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Retailers. (1986).
Gaski, John F.; Etzel, Michael J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 802-803
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Service. (1998).
Voss, Glenn B.; Parasuraman, Ananthanarayanan "Parsu"; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 804
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Service. (2002).
Verhoef, Peter C.; Franses, Philip Hans; Hoekstra, Janny C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 805-806
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction with Service. (2004).
Hui, Michael K.; Zhao, Xiande; Fan, Xiucheng; Au, Kevin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 807
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Service Provider. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 808
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Service Provider. (2005).
Gustafsson, Anders; Johnson, Michael D.; Roos, Inger
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 809
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Shopping Experience. (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 810
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Satisfaction with Store. (2000).
Cronin, J. Joseph, Jr.; Brady, Michael K.; Hult, G. Tomas, M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 811
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Satisfaction with Weight Loss Program. (2004).
Dellande, Stephanie; Gilly, Mary C.; Graham, John L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 812
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Security Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 813-814
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Security of Internet Financial Transactions. (2003).
Montoya-Weiss, Mitzi M.; Voss, Glenn B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 815
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Confidence (Bargaining Tactics). (2001).
Bearden, William O.; Hardesty, David M.; Rose, Randall L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 816
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Confidence (Expressing Opinions in Stores). (2001).
Bearden, William O.; Hardesty, David M.; Rose, Randall L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 817
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Self-Confidence (Judgment Correctness). (2001).
Bearden, William O.; Hardesty, David M.; Rose, Randall L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 818
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Consciousness (Private). (1975).
Feningstein, Allan; Scheier, Michael F.; Buss, Arnold H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 819
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Consciousness (Public). (1975).
Feningstein, Allan; Scheier, Michael F.; Buss, Arnold H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 820-821
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Direction Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 822-823
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Efficacy. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 824
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Self-Efficacy (Resisting Pressure to Smoke). (2003).
Pechmann, Cornelia; Zhao, Guangzhi; Goldberg, Marvin E.; Reibling, Ellen Thomas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 825
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Monitoring. (1986).
Snyder, Mark; Gangestad, Steve
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 826-827
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Referencing. (2004).
Martin, Brett A. S.; Lee, Christina Kwai-Choi; Yang, Feng
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 828
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Regulatory Focus (Prevention). (2001).
Higgins, E. Tory; Friedman, Ronald S.; Harlow, Robert E.; Idson, Lorraine Chen; Ayduk, Ozlem N.; Taylor, Amy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 829-830
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Self-Regulatory Focus (Promotion). (2001).
Higgins, E. Tory; Friedman, Ronald S.; Harlow, Robert E.; Idson, Lorraine Chen; Ayduk, Ozlem N.; Taylor, Amy
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 831-832
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Self-View in Choice Task. (2005).
Hamilton, Rebecca W.; Biehal, Gabriel J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 833
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Failure Attributions (Internal). (2004).
Mattila, Anna S.; Patterson, Paul G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 834
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Failure Cause Permanency. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 835
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Failure Severity. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 836
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Failure Typicality. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 837
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Service Personalization Effort. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 838
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality (Empathy). (2004).
Hausman, Angela; Mader, Deanna
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 839
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality (Global). (1994).
Taylor, Steven A.; Baker, Thomas L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 840
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality (Heterogeneity). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 841
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality (Outcome-Related for Financial Adviser). (1999).
Sharma, Neeru; Patterson, Paul G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 842
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Service Quality (Process-Related for Financial Adviser). (2005).
Bell, Simon J.; Auh, Seigyoung; Smalley, Karen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 843
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality of the Employee. (2004).
Hui, Michael K.; Zhao, Xiande; Fan, Xiucheng; Au, Kevin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 844
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality of the Employees. (2005).
Brady, Michael K.; Knight, Gary A.; Cronin, J. Joseph, Jr.; Hult, G. Tomas, M.; Keillor, Bruce D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 845
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality of the Store's Employees. (1994).
Baker, Julie; Grewal, Dhruv; Parasuraman, Ananthanarayanan "Parsu"
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 846-847
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Quality of the Website. (2003).
Montoya-Weiss, Mitzi M.; Voss, Glenn B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 848-849
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Service Quality of the Website. (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 850-851
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Recovery Expectations. (2003).
Hess, Ronald L., Jr.; Ganesan, Shankar; Klein, Noreen M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 852
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Service Usage Breadth. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 853
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shame. (1997; 2002).
Richins, Marsha L.; Laverie, Debra A.; Kleine, Robert E., III; Kleine, Susan Schultz
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 854-855
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shame. (2004).
Wirtz, Jochen; Kum, Doreen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 856-857
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Shame. (2005).
Louro, Maria J.; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 858
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Convenience (Check-Out). (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 859
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Convenience (Finding Products). (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 860
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Convenience (Post-Purchase Activities). (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 861
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Convenience (Store Access). (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 862
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Shopping Convenience (Store Selection). (2005).
Seiders, Kathleen; Voss, Glenn B.; Grewal, Dhruv; Godfrey, Andrea L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 863
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Costs. (2002).
Baker, Julie; Parasuraman, Ananthanarayanan "Parsu"; Grewal, Dhruv; Voss, Glenn B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 864
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Enjoyment. (1990).
Dawson, Scott; Bloch, Peter H.; Ridgway, Nancy M.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 865
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Enjoyment. (2002).
Roehm, Michelle L.; Pullins, Ellen Bolman; Roehm, Harper A., Jr.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 866
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Enjoyment. (2005).
Taylor, Gail Ayala; Neslin, Scott A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 867
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Shopping Intention. (2002).
Baker, Julie; Parasuraman, Ananthanarayanan "Parsu"; Grewal, Dhruv; Voss, Glenn B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 868-869
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Adventure). (2003).
Arnold, Mark J.; Reynolds, Kristy E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 870
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Apathetic). (2003).
Magi, Anne W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 871
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Economic). (2003).
Magi, Anne W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 872
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Gratification). (2003).
Arnold, Mark J.; Reynolds, Kristy E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 873
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Shopping Orientation (Personalizing). (1983; 1984; 2004).
Arnold, Mark J.; Reynolds, Kristy E.; Hawes, Jon M.; Lumpkin, James R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 874
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Personalizing). (2003).
Magi, Anne W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 875
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Role). (2003).
Arnold, Mark J.; Reynolds, Kristy E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 876
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Staying Informed). (2002).
Arnold, Mark J.; Reynolds, Kristy E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 877
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping Orientation (Value). (2003).
Arnold, Mark J.; Reynolds, Kristy E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 878
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Shopping Smart. (1998).
Burton, Scot; Lichtenstein, Donald R.; Netemeyer, Richard G.; Garretson, Judith A.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 879
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Shopping with Friends. (2005).
Bristol, Terry; Mangleburg, Tamara F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 880
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Smoking Intention. (2003).
Pechmann, Cornelia; Zhao, Guangzhi; Goldberg, Marvin E.; Reibling, Ellen Thomas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 881
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Smoking Intention. (2004).
Andrews, J. Craig; Netemeyer, Richard G.; Burton, Scot; Moberg, Paul D.; Christiansen, Ann
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 882
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Smoking-Related Beliefs (Negative). (2004).
Andrews, J. Craig; Netemeyer, Richard G.; Burton, Scot; Moberg, Paul D.; Christiansen, Ann
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 883-884
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Social Acceptance Importance. (2003).
Pechmann, Cornelia; Zhao, Guangzhi; Goldberg, Marvin E.; Reibling, Ellen Thomas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 885
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Acceptance of Smoking. (2003).
Pechmann, Cornelia; Zhao, Guangzhi; Goldberg, Marvin E.; Reibling, Ellen Thomas
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 886
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Attraction. (2005).
Escalas, Jennifer Edson; Bettman, James R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 887
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Comparison Tendency. (1999).
Gibbons, Frederick; Buunk, Bram
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 888-889
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Desirability Bias 890. (1960).
Crowne, Douglas P.; Marlowe, David
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 890-894
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Social Desirability of Eating Particular Food. (2005).
Ding, Min, Grewal, Rajdeep; Liechty, John
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 895
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Identification. (1985).
Callero, Peter
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 896-897
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Identification. (2004).
Reed, Americus II
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 898
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Social Identification. (2005).
Escalas, Jennifer Edson; Bettman, James R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 899
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Special Treatment from the Service Provider. (2003).
Patterson, Paul G.; Smith, Tasman
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 900
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Speed. (2004).
Gorn, Gerald J.; Chattopadhyay, Amitava; Sengupta, Jaideep; Tripathi, Sashank
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 901
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Sponsor's Self-Interest. (2004).
Williams, Patti; Fitzsimons, Gavan J.; Block, Lauren G.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 902
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Spousal Influence Strategy (Coercive). (2003).
Su, Chenting; Fern, Edward F.; Ye, Keying
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 903
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Spousal Influence Strategy (Non-Coercive). (2003).
Su, Chenting; Fern, Edward F.; Ye, Keying
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 904
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Stimulation Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 905-906
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Stimulation Potential. (2005).
Roehm, Harper A., Jr.; Roehm, Michelle L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 907
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Stimulation Preference. (2005).
Roehm, Harper A., Jr.; Roehm, Michelle L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 908
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Store Atmosphere. (1994).
Baker, Julie; Grewal, Dhruv; Parasuraman, Ananthanarayanan "Parsu"
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 909-910
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Store Atmosphere Evalutation. (2001; 2002).
Baker, Julie; Parasuraman, Ananthanarayanan "Parsu"; Grewal, Dhruv; Voss, Glenn B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 911-912
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Store Design. (1994).
Baker, Julie; Grewal, Dhruv; Parasuraman, Ananthanarayanan "Parsu"
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 913-914
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Store Personnel (Quantity & Quality). (1992).
Baker, Julie; Levy, Michael; Parasuraman, Ananthanarayanan "Parsu"
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 915-916
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Store's Provision of Information. (2005).
Louro, Maria J.; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 917
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Stress. (1995; 2002).
Burroughs, James E.; Rindfleisch, Aric; Lovibond, Peter F.; Lovibond, Sydney H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 918-919
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Susceptibility to Peer Influence. (1989).
Bearden, William O.; Netemeyer, Richard G.; Teel, Jesse E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 920-922
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Benefits Lost). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 923
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Switching Costs (Brand Relationship Loss). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 924
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Economic). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 925
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Evaluation). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 926
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (General). (various).
Many authors; see Brunner 2009 volume for references related to this measure
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 927-928
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (General). (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 929
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Switching Costs (Learning). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 930
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Personal Relationships Lost). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 931
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Setup). (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 932
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Costs (Setup). (2005).
Bell, Simon J.; Auh, Seigyoung; Smalley, Karen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 933
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Experience. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 934
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Switching Experience. (2003).
Burnham, Thomas A.; Frels, Judy K.; Mahajan, Vijay
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 935
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Switching Intention. (2003).
Bougie, Roger; Pieters, Rik; Zeelenberg, Marcel
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 936
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Tangibility (Physical). (2001).
Laroche, Michel; Bergeron, Jasmin; Goutaland, Christine
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 937
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Taste-Fat Relationship. (2003).
Desai, Kalpesh Kaushik; Ratneshwar, S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 938
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Thought Focus (Others). (2005).
Hamilton, Rebecca W.; Biehal, Gabriel J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 939
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Thought Focus Self). (2005).
Hamilton, Rebecca W.; Biehal, Gabriel J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 940
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Time Pressure. (2003).
Suri, Rajineesh; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 941
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Tolerance for Ambiguity. (1992).
McQuarrie, Edward F.; Mick, David Glen
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 942-943
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Tradition Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 944-945
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Trust (General). (2004).
Bansal, Harvir S.; Irving, P. Gregory; Taylor, Shirley F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 946-947
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Trust in the Company. (2002).
Verhoef, Peter C.; Franses, Philip Hans; Hoekstra, Janny C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 948-949
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Trust in the Company. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 950-951
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Trust in the Company. (2004).
Aaker, Jennifer L.; Fournier, Susan; Brasel, S. Adam
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 952
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Trust in the Employees. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 953-954
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Trust in the Service Provider. (2004).
Hui, Michael K.; Zhao, Xiande; Fan, Xiucheng; Au, Kevin
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 955
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Trust in the Service Provider. (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 956
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

TV Viewing (Attention). (1988).
Rubin, Alan M.; Perse, Elizabeth M.; Taylor, Donald S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 957
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

TV Viewing (Time Spent). (2005).
Shrum, L. J.; Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 958
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Uniqueness of Product's Attributes. (2003).
Gurhan-Canli, Zeynep
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 959
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Unity in the Object. (1991).
Bell, Stephen S.; Holbrook, Morris B.; Solomon, Michael R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 960
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Universalism Importance [part of the Schwartz Value Survey]. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 961-962
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Usage Clarity. (2005).
Meuter, Matthew L.; Bitner, Mary Jo; Ostrom, Amy L.; Brown, Stephen W.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 963
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Usefulness (General). (2002).
Cox, Dena S.; Cox, Anthony
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 964
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Usefulness of the Object. (2005).
Nysveen, Herbjorn; Pederson, Per E.; Thorbjornsen, Helge
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 965
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value Consciousness. (1990).
Lichtenstein, Donald R.; Netemeyer, Richard G.; Burton, Scot
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 966-967
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Value of External Information. (2002).
O'Cass, Aron
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 968-969
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of Supermarket Offers. (2004).
Gomez, Miguel I.; McLaughlin, Edward W.; Wittink, Dick R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 970
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Added Service. (2004).
Aggarwal, Pankaj
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 971
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Loyalty Program. (2003).
Yi, Youjae; Jeon, Hoseong
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 972
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Offer. (1998).
Grewal, Dhruv; Monroe, Kent B.; Krishnan, R.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 973-974
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Value of the Offer. (2002).
Hardesty, David M.; Carlson, Jay P.; Bearden, William O.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 975
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Offer. (2003).
Hardesty, David M.; Bearden, William O.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 976
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Offer. (2005).
Darke, Peter R.; Chung, Cindy M. Y.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 977
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Offer. (2005).
Okada, Erica Mina
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 978
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Product. (2002).
Raghubir, Priya; Srivastava, Joydeep
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 979
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Value of the Product. (2002).
Adaval, Rashmi; Monroe, Kent B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 980
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Store's Products. (2002).
Baker, Julie; Parasuraman, Ananthanarayanan "Parsu"; Grewal, Dhruv; Voss, Glenn B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 981-982
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Store's Products. (2004).
Harris, Lloyd C.; Goode, Mark M. H.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 983
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Store's Products. (2005).
Brady, Michael K.; Knight, Gary A.; Cronin, J. Joseph, Jr.; Hult, G. Tomas, M.; Keillor, Bruce D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 984
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Value of the Transaction. (2002).
Sirdeshmukh, Deepak; Singh, Jagdip; Sabol, Barry
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 985-986
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Variability. (2003).
Gurhan-Canli, Zeynep
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 987
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Variety Within Assortment. (2004).
Kahn, Barbara E.; Wansink, Brian
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 988
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Verbal-Visual Processing Style. (1985).
Childers, Terry L.; Houston, Michael J.; Heckler, Susan E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 989-991
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Visibility of Product (Social). (2005).
DelVecchio, Devon; Smith, Daniel C.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 992
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Visual Aesthetics Centrality. (2003).
Bloch, Peter H.; Brunel, Frederic F.; Arnold, Todd J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 993-994
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Visual Appeal. (2002).
Cox, Dena S.; Cox, Anthony
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 995
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Vividness (General). (2005).
Petrova, Petia K.; Cialdini, Robert B.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 996
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Vividness of Product Presentation at Website. (2003).
Schlosser, Ann E.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 997
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Comparison Shopping. (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 998
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Ease-of-Use. (2002).
Srinivasan, Srini S.; Anderson, Rolph; Ponnavol, Kishore
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 999
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Website Ease-of-Use. (2003).
Montoya-Weiss, Mitzi M.; Voss, Glenn B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1000
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Ease-of-Use. (2004).
Vrechopoulos, Adam P.; O'Keefe, Robert M.; Doukidis, Georgios I.; Siomkos, George J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1001
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Interactivity (Content Usefulness). (2005).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1002
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Interactivity (Engaging). (2002).
McMillan, Sally J.; Hwang, Jang-Sun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1003-1004
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Interactivity (General). (2005).
Sicilia, Maria; Ruiz, Salvador; Munuera, Jose L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1005
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Website Interactivity (Human-Human). (2001).
Ko, Hanjun; Cho, Chang-Hoan; Roberts, Marilyn S.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1006
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Interactivity (Real-Time Communication). (2002).
McMillan, Sally J.; Hwang, Jang-Sun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1007-1008
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Interactivity (Speed). (2002).
McMillan, Sally J.; Hwang, Jang-Sun
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1009-1010
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Preference (Exciting). (2002).
Menon, Satya; Kahn, Barbara
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1011
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Usage Intention. (2005).
Bart, Yakov; Shankar, Venkatesh; Sultan, Fareena; Urban, Glen L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1012
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Website Usefulness. (2003).
Montoya-Weiss, Mitzi M.; Voss, Glenn B.; Grewal, Dhruv
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1013
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Usefulness. (2004).
Vrechopoulos, Adam P.; O'Keefe, Robert M.; Doukidis, Georgios I.; Siomkos, George J.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1014
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Website Visit Intention. (2004).
Rodgers, Shelly
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1015
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Well-Being [Index of General Affect part of the Index of Well-Being]. (1976).
Campbell, Angus, ; Converse, Phillip E.; Rodgers, Willard L.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1016
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Word-of-Mouth (Positive). (2003).
Arnett, Dennis B.; German, Steve D.; Hunt, Shelby D.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1017
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

The TMSS pages are provided for information purposes only. Helen Hough, CC BY-NC
To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Word-of-Mouth (Positive). (2005).
Brown, Tom J.; Barry, Thomas E.; Dacin, Peter A.; Gunst, Richard F.
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1018
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Work Importance. (2002).
Burroughs, James E.; Rindfleisch, Aric
IN: Bruner, Gordon C., II. (2009). Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior and Advertising Research, Vol. 5. Carbondale, IL: GCBII Productions.
Page(s) 1019
FIND THIS BOOK IN A LIBRARY NEAR YOU: http://www.worldcat.org/oclc/839783381

Compiled by Helen Hough, MLS, James G. Collins & Associates.

Helen Hough, CC BY-NC

Burt King provided assistance with inquiries through part of the early 2010s when at Central Library, University of Texas at Arlington, Arlington, Texas 76019.

My most grateful appreciation for (a) the assistance of Stacy Maat, Marija Freeland, Susan Turkel, and Sue Wortman at the University of Michigan, who provided significant information regarding changing URLs; (b) all of our colleagues across the nation and world who make recommendations for works to be added; and (c) The University of Texas at Arlington Library for originally graciously hosting this work to make it available to scholars worldwide.

As a content listing of a published work, validity and accuracy of this page does not change over time. The TMSS pages are usually developed from information provided in a variety of locations within the original resource. If any of these pages are copied for modification on another site, please provide proper attribution. This version, originally created in 2014, is covered by all applicable copyright laws. Updated: August 2019.